

The recent eclipse still gave Leo the Lion, a place in the sun. May his shadow never grow less

CANADIAN MOVING PICTURE DIGEST

Vol. 24, No. 19

TORONTO 2, CANADA

September 3rd, 1932



SURPRISE! SURPRISE!

Frankly we didn't
know it ourselves—
Nobody can be
100% right—

SPEAK EASILY

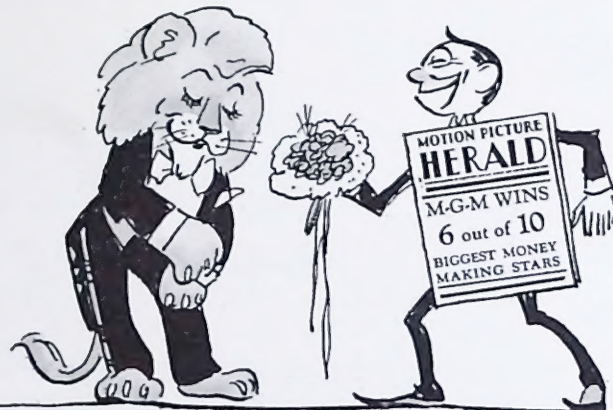
in its first three engagements, Baltimore, Providence, Kansas City, has leaped into the head-lines with smashing business and hysterical audiences!

TAKE THIS TIP NOW! YOU'LL THANK US LATER! GET BEHIND THIS PICTURE! ADVERTISE IT! SHOUT ABOUT IT! Sure it's M-G-M! And is our face smiling!

(EXTRA! We caught this paper as it was going to press! We're adding these additional lines to tell you we have just seen "BLONDIE OF THE FOLLIES". It is one of the greatest human interest thrillers ever filmed. It is the best thing Marion Davies has appeared in since "LITTLE OLD NEW YORK" and "MARIANNE". They were long ago, but these are the only comparisons worthy of Marion's new hit! Bob Montgomery, Billie Dove, Jimmy Durante, James Gleason, Zasu Pitts! Screen this picture—then tell the folks about it!)

CAN LEO TAKE IT!

Sure, he's used to these tributes—



August 6, 1932

MOTION PICTURE HERALD

EXHIBITORS NAME THE TEN BIGGEST MONEY MAKING STARS OF 1931-32

Final Standings in Canvass of 12,000 American Theatres Cite Five Women and Five Men as B. O. Leaders

The Winners

1. Marie Dressler
- 2.
3. Joan Crawford
- 4.
5. Greta Garbo
6. Norma Shearer
7. Wallace Beery
8. Clark Gable
- 9.
- 10.

One Hundred and Fifty-Five Players Nominated by Grosses on Product of Past Year; Dressler on Top



MARIE DRESSLER



JOAN CRAWFORD



GRETA GARBO



NORMA SHEARER



WALLACE BEERY



CLARK GABLE

Ho! hum! Leo wins again! This time it's the most thorough theatre survey (12,000 Box-offices!) ever conducted in the motion picture industry. Is Leo proud? You said it—but he's not cocky! He can take it! He wins plenty of laurels, but he never rests on them. That's the secret of his success! Six out of Ten! That's STAR POWER!

The Greatest Annual Show in the World, Canadian National Exhibition is now celebrating its 54th year of Canadian presentation and service

Canadian Moving Picture DIGEST

Established in 1915 for
Exhibitors

Subscription: \$5.00 yearly

Telephone: Waverley 4929

Cable: Ontocanada

Published by Canadian
Moving Picture Digest
Company, Limited

259 Spadina Ave. Toronto

RAY LEWIS

Editor and Managing Director

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"\$50,000,000 EXPENDED ON FILMS"



CAPTAIN J. W. HOBBS, states that \$50,000,000 is expended on films yearly in Canada to entertain the public.

This information came in a public statement made by Captain Hobbs, who heads a syndicate at Vancouver, B.C., for the production of British films upon Canadian soil.

An order for plans for the erection of a studio has been placed with a local architect and engineer, it is reported, and specifications and financing for the studio is being completed. Captain Hobbs announced the plans as a result of encouraging reports emanating from Ottawa!

It appears that the most encouraging centralize around the possibilities of a British Film Quota; and the report which is front page and three-column-head, in the Calgary Albertan, issue of Saturday, August 20th, quotes the head of the syndicate as stating that the British Government would enforce all theatres in Great Britain and the Colonial Empire, the Dominions excepted, to show 15 percent of the film footage used by British Empire make. This scale would gradually be increased, according to Captain Hobbs.

"A picture made in the British Empire to obtain admission to Great Britain and her colonies has to be registered with the British Board of Trade, and have certificates that no less than 75 percent of the payroll has been paid to British subjects and the author was a British subject, the picture made in the British Empire by a British incorporated company with the majority of directors British subjects. This regulation has more or less scared Hollywood producers from starting their own studios in the British Empire. Therefore they are looking toward making an alliance with a Canadian organization. The object is for the making of pictures in Canada, British in character, BUT UP TO THE HOLLYWOOD STANDARDS OF PHOTOGRAPHY AND TECHNIQUE."

Captain Hobbs states a Film Quota for Canada and the other Dominions, similar to the British quota would prove a tremendous impetus to the building of the Industry in the Empire.

A British Film Quota might do various things in Canada, including the stimulation of Canadian Film production. Canada is so close to the American Film Industry, not only territorially speaking, but in various ways. Film legislation governing British films in Canada may not bring about the expected result to British producers and the distributors of British films in Canada, save that the immediate returns may be augmented.

"IGLOO" UNIVERSAL AT UPTOWN

THIS week, the Uptown, Toronto, presented "Igloo", a Universal picture which revealed to us startling facts, more thrilling than the most imaginative fiction, in connection with the life of the Esquimaux, inhabiting that region close to the uninhabited areas of the Arctic.

The miracle of the screen, its power to entertain while it educates, becomes evident in such pictures as "Igloo", which needs but the barest plot to build a romance, an epic, with players whose charm lies in the fact that they are what they are; and who fascinate us because the director has permitted them to "run true to form".

The whale-hunting, walrus-hunting, not for sport, not for trade, but for food, are among the thrills of "Igloo".



RAY



RAY LEWIS

PRESENTS

FREE entry of British films is certainly a very decided and valuable gesture on the part of the Canadian Government, by way of emphasizing its British preference, and that it is most favourably disposed to co-operate in the greater distribution of British films.

The Cinematograph Times however, does not apparently view the possibility of a free entry of British films into the Dominion as of much financial value.

The viewpoint of the Cinematograph Times, which is "the official organ" of the Cinematograph Exhibitors' Association, is, in their own words, as follows, "Ottawa seems unlikely to produce anything sensational as far as British films are concerned. From the beginning it was obvious that the Cinema was likely to get little or no attention, and Messrs. Ostrer, Woolf, and Maxwell gauged the situation aright when they decided that it would be a waste of time for them to attend. Such faint hopes as there were of Dominion Quotas, appear now to have faded, and all that is likely to eventuate is a tariff preference for British films entering Canada. The present duty on British films is 1½ cents a foot, and its abolition would hardly be a tremendous gain."

When your editor was knee-high to a grasshopper, one of the lessons absorbed was, "never look a gift horse in the mouth". The reason is obvious.

If the Canadian Government legislates to admit British films free of duty, this will mean a considerable concession, even at 1½ cents a foot, considering that approximately six prints of a feature are generally required, that the average film is between 6,000 and 8,000 feet; and that we are likely to have no less than fifty British productions brought into Canada during the year, with a steady increase in this number if the quality maintains itself!

Today is an exceedingly warm day in Toronto, one of the hottest; and your editor is therefor not inclined to give you the amount of duty saved on the number of films likely to be imported, but there is nothing to stop our readers from doing a little arithmetic at their leisure!

ELIMINATING the importation of prints for negatives, the saving is substantial, but beyond the money value is the fact that should British films be placed upon the free list in Canada, films become a part of Trade and Commerce in the legislative life of our Dominion; and take their place with the other products enumerated on the British preference free list!

Incidentally there is already in the Province of Ontario, and British Columbia, legislation enabling the pro-

vincial governments to introduce a British Film Quota, by an order-in-council, should it appear to the Government of the province that British films are not receiving adequate distribution.

The Cinematograph Times, however, states further, "progress by British films is much likelier to be on their merits than as a result of further legislation. At the present time British production is more active than ever, largely due to the big Gaumont-British program, following the opening of the new studios. The Gaumont-British-UFA joint production arrangement is also in full swing, and the latest announcement is that at least twenty British actors and actresses are to make films in Berlin. Some of the most popular and best known stage and screen artists of this country are included."

THE Daily Film Renter reports that "there seems no probability of a Federal Quota law, covering the whole Dominion, resulting from the Ottawa Conference. Quebec is cited as an obstacle, since the French-Canadians of Quebec would not accept a British film quota for their French film theatres.

As a matter of fact British films have been very successfully, and frequently played in the Province of Quebec, although many Independent exhibitors of Ontario, Manitoba, and of Quebec, sent resolutions of protest to the Government in respect to a British film quota. This is no indication of unfriendliness to British films on the part of the Canadian exhibitors. In fact, there are very few exhibitors in any of the Dominions, who have done finer work for the presentation of British films, or have shown a greater willingness to play British films than we find in Canada.

The sentiment is not against the British film but legislation which makes a certain percentage of British films compulsory.

If a quota were suggested for American, for French, German, or any other nation's films, it is just as likely that the Canadian exhibitor would protest.



Toronto Saturday Night Weekly upholds, and republishes the Digest Editorial which stresses the dominant necessity of Quality in British Films

Round About the Studios

Maurice Murphy Given Juvenile Role by M-G-M

Having completed his role as Jackie Cooper's brother in "Divorce in the Family", young Maurice Murphy tarries at Metro-Goldwyn-Mayer to become Robert Montgomery's screen brother.

Maurice has been announced for the cast of "Tinfoil", in which Tallulah Bankhead and Robert Montgomery are starred. Harry Beaumont is directing this Carey Wilson adaptation of a story about the "penniless rich" which Mildred Cram wrote for the screen.

Arbuckle Rehearsing for Vitaphone Comedy

Roscoe (Fatty) Arbuckle started rehearsing last Tuesday at the Brooklyn Vitaphone studio for his starring role in his first two-reel "Big V" comedy, which will mark the return of the famous comedian to the screen after a lapse of twelve years. Addie McPhail, his recent bride who appeared with the comedian on the stage, has been engaged for a part in this film.

Fox Studio Hums With Activity

Five major pictures, "State Fair", "Jubilo", "Sherlocke Holmes", "Rackety Rax" and "Tess of the Storm Country", starting production simultaneously, set the new season in full swing for Fox Films. Four other pictures are nearing completion and two more are scheduled to be placed in production by Wednesday, August 31, making a total of eleven pictures in work.

Laurel & Hardy due Back on Sept. 12th

Stan Laurel and Oliver Hardy, screen comedians, will arrive in Hollywood on Sept. 12, reaching New York from Europe about Sept. 6 and going on by train. A surprise welcome-home celebration is being planned by film stars and friends on the eve of their sixth anniversary under the banner of the Hal Roach studios.

As weather conditions changed for the better, Sinclair Hill recently returned with the Gainsborough unit to Amberley, Sussex, to finish filming exteriors for "The Man From Toronto".

To Attempt Motion Pictures in Stratosphere

To attempt the making of the first motion pictures ever taken in the rarified stratosphere some five miles above the earth and thereby secure exceptional films of the total eclipse on Wednesday, August 31, two Pathe News cameramen, Robert Donahue and William Deeke, risked their lives in one of the greatest feats of daring ever faced by one of their hazardous calling.

Two planes, one of them a sealed metal cabin plane which supplied with oxygen in the super-altitude, were used to cover this unique news film assignment and in addition a ground crew filmed the eclipse through a sixty-foot telescope by exclusive arrangements with the Sproul Observatory of Swarthmore, Pa.

The basis of operations for the Pathe News men was Derby, Vermont, near the Canadian border, which was in the centre of the path of totality.

New Universal Picture for Tom Mix

Donald Kirke has joined the cast of Tom Mix's latest picture, entitled "Tom's In Town" by Jack Natteford. Ray Taylor directed the first sequence on the tip top of California's highest mountain range. Tom Mix's support includes Judith Barrie, Hollywood's most recent blonde sensation, Raymond Hatton and Eddie Gribbon.

Eights Shorts from M-G-M for September Release

Metro-Goldwyn-Mayer's short feature release schedule, which inaugurated the 1932-33 season with six releases in August, hits its full stride with eight releases from as many different series in September. Four of these releases will be Hal Roach comedies — The Taxi Boys in "Strange Innertube", Sept. 17; Charley Chase in "Young Ironsides", Sept. 3; Zasu Pitts and Thelma Todd in "Alum and Eve", Sept. 24; and Stan Laurel and Oliver Hardy in "Scram" on September 10; all of these are two reels each.

Single reel releases from M-G-M in September are a Fitzpatrick Traveltalk, "Barbados and Trinidad", Sept. 24; "Desert Regatta", an M-G-M Sport Champions, Sept. 17; a Flip the Frog cartoon on Sept. 3 and an M-G-M Oddities release on September 10.

"Kongo" in Production

"Kongo" is now in production at the Metro-Goldwyn-Mayer studios under direction of William Cowan, according to an announcement from Culver City.

This is a screen transcription from the play by Chester Devonde and Kilbourn Gordon. Walter Huston, Lupe Velez, Conrad Nagel, Virginia Bruce, Mitchell Lewis, C. Henry Gordon and Forrester Harvey are announced for the cast.

"Two Against the World" Opening Takes \$4,200

"Two Against The World", Constance Bennett's latest starring picture for Warner Bros., which opened for a day-and-date engagement at the New York and Brooklyn Strands, grossed \$4,200 at the New York Strand opening night against the stiffest competition Broadway has seen in months, and did capacity business at the Brooklyn Strand, following the successful run of "Doctor X", Warner's Technicolor mystery thriller, at both theatres.

Miss Cicely Courtneidge who, with her husband, Mr. Jack Hulbert, has just gone off on a long holiday after three months hard work on "Happy Ever After" at the Neubabelsberg Studios, is returning in October to make "Soldiers of the King", a special vehicle being written for her by Mr. Douglas Furber. "Soldiers of the King", a Gaumont British picture is to be made at the Shepherd's Bush.

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The Mail & Empire's recent editorial in connection with Motion Picture titles, etc. is worthy of consideration

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AND
HERBERT MARSHALL

Screen's Perfect Sweethearts, in

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HEART**

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